

Jing (Kristen) Zhang

Updated May 22, 2024

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Education

University of Michigan - Ann Arbor Ann Arbor, MI
Ph.D. in Communication and Media 2024 – present
Advisor: Hang Lu

University of North Carolina at Charlotte Charlotte, NC
MA in Communication Studies 2022 – 2024
Advisor: Min Jiang
Committee Member: Min Jiang, Bianca Reisdorf, Erin Basinger. *GPA: 4.00.*

Fudan University Shanghai, China
BA in Communication 2016 – 2021
Advisor: Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*
Minor in Economics.

The University of Sydney Sydney, Australia
Non-degree Exchange Program 2019

Research Interests

Technology Use and Risk, Public Understanding of Science, Social Media Exposure, Media Technology and User Engagement.

Publications

[2] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (2024). Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022). *Journal of Communication*.[\[doi\]](#)

[1] **Zhang, J.**, Liu, R. (2023). Why do Chinese people consume video game live streaming on the platform? An exploratory study linking affordance-based gratifications, user identification, and user engagement. *Telematics and Informatics*.[\[doi\]](#)

Manuscripts Under Review

[1] **Zhang, J.**, Zhang, D., Curry, A. M. (Submitted). **When and Who Show Anger or Sadness? Examining Public Emotions and Sentiments in Neighborhood Crime and Safety Discussions on Nextdoor.** *Information, Communication & Society*.

Conference Presentations

International Communication Association (ICA), Annual Conference 2024, 2023

	National Communication Association (NCA), Annual Conference	2023
	International Association for Media and Communication Research (IAMCR), Annual Conference	2023,2022
Research Experience (Other)	Global Media and Internet Concentration Project. Aug 2022 – Aug 2024	
	Student Affiliate	Charlotte, NC
	Our report for the Chinese media and Internet market can be found as follows: - Jiang, M., Han, X., Zhang, J. (2024). Communications, media and internet concentration in China, 2019-2021. <i>Global Media and Internet Concentration Project</i> . [doi]	
Teaching Experience	University of North Carolina at Charlotte	
	Introduction to Communication Theory (undergraduate, teaching assistant). Communication Research Methods (undergraduate, teaching assistant). Public Speaking (undergraduate, teaching assistant).	
	Fudan University	
	Introduction to Journalism Studies (undergraduate, teaching assistant).	
Grants	Travel Grants	
	2024	GMICP (Global Media and Internet Concentration) RA Travel \$2300
	2023	Merit Scholarship (University of North Carolina at Charlotte) \$1500
	2023	GPSG Graduate Student Travel Expenses (University of North Carolina at Charlotte) \$500
	2023	NCA Student Caucus Travel Grant \$200
Academic Service	Reviewers for Peer-reviewed Journals (in alphabetical order):	
	Journal of Creative Communications. Journal of Infrastructure, Policy and Development.	
	Reviewers for Peer-reviewed Conferences	
	AEJMC 2020, ICA 2024.	
	Volunteer Experience	
	Student Volunteer at NCA 2023.	
	College and Department	
	Treasurer, the Communication Studies Graduate Student Association (UNC Charlotte)	
	2023 - 2024	
Honors and Scholarships	Academic Awards	
	2020	Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2024-2025 LSA Fellowship (University of Michigan)

2022-2023 Graduate School Grant (University of North Carolina at Charlotte)
\$6000

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)

2020 Outstanding Graduate Scholarship (Fudan University) 3000CNY

2018 Fudan Excellent Student (Fudan University)

2017,2018 National Encouragement Scholarship (Ministry of Education in China) 5000CNY

2017,2018 Outstanding Student Scholarship (Fudan University) 3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Computational Methods: Data extraction from API, Text Mining, Sentiment Analysis, Topic Model with LDA.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.

Others: LaTeX, Python.

Other

Podcast Host: Plastic Bridge Love.